

RECEIVED  
CENTRAL FAX CEN  
SEP 27 2011

Amendments to the Claims

1-10. (canceled)

11. (currently amended) A method comprising:

- a) receiving with a reading device of an automated transaction machine, customer identification data from a machine customer,

wherein the machine is affiliated with a transaction host;

- b) accessing a plurality of customer profile values that correspond to the customer identification data,

wherein the customer profile values include a last withdrawal amount value representative of an amount of cash most recently withdrawn by the machine customer in a transaction involving the transaction host;

- c) displaying a web markup language page in a browser with the automated transaction machine,

wherein the web page includes a plurality of selectable options for performing a transaction with the automated transaction machine,

wherein a first selectable option of the selectable options corresponds to a dispensing of a first amount of cash equal to the last withdrawal amount value,

wherein a second selectable option of the selectable options is associated with a dispensing of a second amount of cash having a value different from the last withdrawal amount value,

wherein at least one of the selectable options is produced responsive at least in part to at least one of the accessed customer profile values;

- d) receiving customer input associated with either customer selection of the first selectable option or customer selection of the second selectable option,

wherein received customer input associated with customer selection of the first selectable option is adapted to cause the first amount of cash to be dispensed,

wherein received customer input associated with customer selection of the second selectable option is adapted to both

cause the second amount of cash to be dispensed, and

cause the last withdrawal amount value included in the customer profile values to be changed to the value of the second amount of cash;

e) dispensing with a cash dispenser device of the machine, an amount of cash corresponding to the customer input received in step (d); and

f) updating the last withdrawal amount value included in the customer profile values to reflect a value that corresponds to the amount of cash dispensed in step (e).

12-33. (canceled)

34. (previously presented) The method according to claim 11 and further comprising

g) receiving with the machine, information based on the customer identification data received in step (a);

h) operating the machine to generate a customized advertisement based on the information received in step (g);

- i) operating the machine to present the customized advertisement to the customer.

35. (previously presented) The method according to claim 34 and further comprising

- j) updating marketing information included in the customer profile values to reflect that the customized advertisement was presented to the customer.

36. (previously presented) The method according to claim 11 and further comprising

- g) operating the machine to present a targeted advertisement to the customer, wherein the targeted advertisement is based on the customer selection received in step (d).

37. (previously presented) The method according to claim 11 and further comprising

- g) operating the machine to present a targeted advertisement to the customer, wherein the targeted advertisement is based on a particular transaction device of the machine which is required to be used in carrying out the customer selection received in step (d).

38. (currently amended) At least one article including computer executable instructions configured to cause at least one computer to carry out a method comprising:

- (a) receiving with a reading device of an automated transaction machine, customer identification data from a machine customer,

wherein the machine is affiliated with a transaction host;

- (b) accessing a plurality of customer profile values that correspond to the customer identification data,

wherein the customer profile values include a last withdrawal amount value representative of an amount of cash most recently withdrawn by the machine customer in a transaction involving the transaction host;

- (c) displaying a web markup language page in a browser with the automated transaction machine,

wherein the web page includes a plurality of selectable options for performing a transaction with the automated transaction machine,

wherein a first selectable option of the selectable options corresponds to a dispensing of a first amount of cash equal to the last withdrawal amount value,

wherein a second selectable option of the selectable options is associated with a dispensing of a second amount of cash having a value different from the last withdrawal amount value,

wherein at least one of the selectable options is produced responsive at least in part to at least one of the accessed customer profile values;

(d) receiving customer input associated with either customer selection of the first selectable option or customer selection of the second selectable option,

wherein received customer input associated with customer selection of the first selectable option is adapted to cause the first amount of cash to be dispensed,

wherein received customer input associated with customer selection of the second selectable option is adapted to both

cause the second amount of cash to be dispensed, and

cause the last withdrawal amount value included in the customer profile values to be changed to the value of the second amount of cash;

- (e) dispensing with a cash dispenser device of the machine, an amount of cash corresponding to the customer input received in (d); and
- (f) updating the last withdrawal amount value included in the customer profile values to reflect a value that corresponds to the amount of cash dispensed in (e).

39-41. (canceled)

42. (new) The at least one article according to claim 38 and further comprising

- (g) receiving with the machine, information based on the customer identification data received in (a);
- (h) operating the machine to generate a customized advertisement based on the information received in (g);
- (i) operating the machine to present the customized advertisement to the customer.

43. (new) The at least one article according to claim 42 and further comprising

- (j) updating marketing information included in the customer profile values to reflect that the customized advertisement was presented to the customer.

44. (new) The at least one article according to claim 38 and further comprising

- (g) operating the machine to present a targeted advertisement to the customer, wherein the targeted advertisement is based on the customer selection received in (d).

45. (new) The at least one article according to claim 38 and further comprising

- (g) operating the machine to present a targeted advertisement to the customer, wherein the targeted advertisement is based on a particular transaction device of the machine which is required to be used in carrying out the customer selection received in (d).